

Subhayan Mukerjee

CONTACT

Annenberg School for Communication
University of Pennsylvania
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Philadelphia, PA 19104

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ACADEMIC EMPLOYMENT

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Intern
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

3. **Mukerjee, S.** & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media. *Political Communication*, 1-19
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50.
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

BOOK CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

OTHER PUBLICATIONS

4. Majó-Vázquez, S., **Mukerjee, S.**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
3. **Mukerjee, S.** & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Lab*.
2. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.
1. **Mukerjee, S.** (2012) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

WORKING
PAPERS

5. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. (*under review*)
4. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*under review*)
3. **Mukerjee, S.** News Reading Publics in a Multi-lingual Political Context: Evidence from Online India (*working paper*)
2. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE
PAPERS

17. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. **Mukerjee, S.** (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
12. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
9. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC
7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

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| INDUSTRY EMPLOYMENT | Abzooba Inc. Kolkata, India | Jun 2014 – Jul 2015 |
| | Data Scientist | |
| | Bravo Lucy As. Hyderabad, India | Jun 2013 – Jun 2014 |
| | Software Engineering Intern | |
| | Ericsson Global Kolkata, India | Jun 2012 – Jul 2012 |
| | Software Engineering Intern | |
| TEACHING EXPERIENCE | University of Pennsylvania | |
| | Understanding Social Networks (TA and Lab Assistant) | Spring 2017 |
| | Media Industries and Society (TA) | Spring 2018 |
| AWARDS AND FELLOWSHIPS | Seed Research Funding (\$1,300) | 2019–2020 |
| | Summer Institute of Computational Social Science (SICSS), Chicago | |
| | Student Research Grant | 2019 |
| | Graduate and Professional Student Assembly, University of Pennsylvania | |
| | Dissertation Research Fellowship (\$31,000) | 2019–2020 |
| | Annenberg School for Communication, University of Pennsylvania | |
| | Dissertation Grant (\$1,700) | 2019–2020 |
| | Annenberg School for Communication, University of Pennsylvania | |
| | Dean’s Summer Fellowship (4 x \$4,000) | 2015–2019 |
| | Annenberg School for Communication, University of Pennsylvania | |
| | Travel Scholarship | 2018–2019 |
| | National Science Foundation | |
| | Travel Scholarship | 2018 |
| | Northwestern University | |
| | Doctoral Fellowship | 2015–2020 |
| | University of Pennsylvania | |

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| INVITED LECTURES | 8. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA | Apr 2020 |
| | 7. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI | Mar 2020 |
| | 6. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore | Mar 2020 |
| | 5. Microsoft Research Seminar Microsoft Research, New York City NY | Jan 2020 |
| | 4. The Center for Social Media and Politics New York University, New York City NY | Jan 2020 |
| | 3. Media Analytics Lecture Business Analytics Course at Praxis Business School, India. | Dec 2018 |
| | 2. Research Methods for a Fragmented Media Environment University of Pennsylvania, Philadelphia PA | Mar 2018 |
| | 1. The Communication Research Experience University of Pennsylvania, Philadelphia PA | Nov 2017 |
| ADDITIONAL TRAINING | Summer Institute in Computational Social Science Northwestern University | Jun 2019 |
| | Mediterranean School of Complex Networks Universitat Rovira i Virgili, Italy | Sep 2017 |
| | Annenberg Summer Institute in Methods & Statistics University of Southern California Scale Construction Critical Studies of Networked Infrastructure | Jun 2017 |
| SERVICE | Journal Reviewer for <i>Public Opinion Quarterly</i> | Ad-hoc |
| | Journal Reviewer for <i>Digital Journalism</i> | Ad-hoc |
| | Journal Reviewer for <i>PLOS One</i> | Ad-hoc |
| | Conference Reviewer for <i>International Communication Association</i> | 2016-19 |
| | Coordinator, DiMeNet research group, <i>University of Pennsylvania</i> | 2016-18 |
| | Committee Member, Annenberg Graduate Student Symposium Committee | 2017-18 |
| | Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop | 2017 |
| SKILLSET | <p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p>Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).</p> | |
| MEMBERSHIP | International Communication Association | |

REFERENCES

Sandra González-Bailón, D. Phil.

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Yphtach Lelkes, Ph.D.

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Harikrishnan Gopinadhan Nair, Ph.D.

Assistant Professor

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